

Orders Order / Rev: 106970 06855644 Alt Order #: BERKLEY FOR SENATE Product Desc: Estimate: 30S 09/25/12 - 10/01/12 Flight Dates: Primary AE: Amy McCreary 10/23/12 / 10/23/12 Sales Office: Original Date / Rev: **BLPHI GENERAL** Order Type: Sales Region: National **Shorr Johnson Magnus** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1831 Chestnut St. EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: Berkley, Shelley for Senate A35+ New Business Thru: Demographic: **Product Codes:** PLC01 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,400.00	\$29,240.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,400.00	\$29,240.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	70	\$43,500.00	\$36,975.00	0.00

Print Date 10/23/12 06:59:37

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	17%	\$43,500.00
Market	100%	\$255,882.35

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$94,676.47
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$58,852.94
KTUD	0%	\$0.00
KVVU	20%	\$51,176.47
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,676.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	KSNV	09/25/12	09/28/12	Wake Up Early w/ W	agn € M	430a-5a	- TWT	:30	4	\$50.003	0.00 NM	4	\$200.00
				Wake Up Early Wag	ners								
	WAKE U	JP											
	Star	t Date I	End Date	Weekdays Sp	ots/Week	Rate	Rating						

Print Date: 10/23/12 06:59:37 Page 2 of 5

Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 KSNV	09/25/1	2 09/28/12	Wake Up Early w/	-	430a-5a	- TWT	:30	4	\$50.003	0.00 NM	4	\$200.00
WAKE	UP		Wake Up Early W	agners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	- TWT	4 Wear6M	\$50.00	0.00	.20		ΦE0.00.2	0.00 NIM	1	¢ E0.00
2 K3NV	10/01/1	2 10/01/12	Wake Up Early w/ Wake Up Early W		430a-5a	M	:30	1	\$50.003	0.00 NM	'	\$50.00
WAKE												
Sta Week: 10/	rt Date /01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
		2 09/28/12	M-F 5-6a WakeUp		5-6a	- TWTF	:30	8	\$325.001	0.00 NM	3	\$975.00
\A/A//= 1	u D		M-F 5-6a WakeUp	o w/Wagners								
WAKE I	or ort Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	- TWTF	3	\$325.00	0.00						
4 KSNV	09/25/1	2 09/28/12	M-F 6-7a WakeUp	•	6-7a	- TWTF	:30	6	\$650.001	0.00 NM	6	\$3,900.00
WAGNE	ERS		M-F 6-7a WakeU	o w/vvagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ Spot Ch	/24/12 Date Ra	09/30/12 inge D	- TWTF escription	6 Start	\$650.00 End Time	0.00	Weekdays	Ler	ngth Rate	Rtg Type		
			1-F 6-7a WakeUp w			-	- TWThF			0.00 NM		
	e MG 4.9	,	ELNOT AVAILABLE	E DATE								
			E] NOT AVAILABLI <i>I-F 6-7a WakeUp</i> w			=	- TWThF	_	:30 (\$650.00)	0.00 NM		
Se	e MG 4.9	,4.10		-					,			
			E] NOT AVAILABLI I-F 6-7a WakeUp w			_	ThF	_	:30 \$650.00	0.00 NM		
	65/27/12 for 4.1,4		11 0-7a Wakeop W	/ wagner o ra			1111		.50 ψ050.00	0.00 14101		
		ate to Reinsta		A44 0.7			m) n		00 00000	0.00 1114		
_	09/27/12 4.1,4 for		I-F 6-7a WakeUp w	/wagner:6-7a		-	ThF	-	:30 \$650.00	0.00 NM		
-	-	ate to Reinsta	ate]									
5 KSNV	10/01/1	2 10/01/12	M-F 5-6a WakeUp		5-6a	M	:30	2	\$450.001	0.00 NM	2	\$900.00
WAKE	UP		M-F 5-6a WakeUp	o w/Wagners								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	M	2	\$450.00	0.00			Ф 7 00 00 4	0.00.004		#4 400 00
6 KSNV	10/01/1	2 10/01/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	-	6-7a	M	:30	2	\$700.00 1	0.00 NM	2	\$1,400.00
WAGNE				-								
Sta Week: 10/	rt Date /01/12	End Date 10/07/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
			Today Show	CM	658a-9am	- TWTF	:30	6	\$850.001	0.00 NM	6	\$5,100.00
TODAY	CLIOW		Today Show									
TODAY Sta	SHOW ort Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	- ТWГF	6	\$850.00	0.00						
8 KSNV	10/01/1	2 10/01/12	Today Show	CM	658a-9am	M	:30	2	\$900.001	0.00 NM	2	\$1,800.00
TODAY	SHOW		Today Show									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	M	2	\$900.00	0.00				0.00 NIM		#4 050 00
9 KSNV	U9/25/1	2 09/28/12	M-F Today Show M-F Today Show		9-10a	- TWГF	:30	3	\$350.00 1	0.00 NM	3	\$1,050.00
	SHOW		•									
Sta Week: 09/	rt Date /24/12	End Date 09/30/12	Weekdays - TWTF	Spots/Week 3	Rate \$350.00	Rating 0.00						
		2 09/28/12	Noon News	CM	12-1230pm	- TWTF	:30	3	\$425.00 1	0.00 NM	3	\$1,275.00
			Noon News		,				•			
NEWS											i	

Print Date: 10/23/12 06:59:37 Page 3 of 5

Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate

BERKLEY FOR SENATE Alt Order #: 06855644 Product Desc: **KSNV**

Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln Ch St	tart End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
12 KSNV 09/	/25/12 09/28/12		CM	12-1230pm	- TWГF	:30	3	\$425.00 1	0.00 NM	3	\$1,275.00
NEWS		Noon News									
Start Da Week: 09/24/1	_	Weekdays - TWTF	Spots/Week 3	Rate \$425.00	Rating 0.00						
	_	<u>Description</u>	_	t/End Time		<i>N</i> eekdays	Len		Rtg Type		
1 KSNV 09/2 See MO	24/12-09/30/12 - 12 F	Noon News	12-1	230pm	-	- TWГhF		:30 (\$425.00)	0.00 <i>NM</i>		
		ΓΕ] NOT AVAILABL	E RATE								
_	27/12-09/28/12	Noon News	12-1	230pm	-	ThF	- :	30 \$425.00	0.00 NM		
M MG for [Revise	d Rate to Reins	tate]									
13 KSNV 10/	01/12 10/01/12		СМ	12-1230pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS		Noon News									
Start Da		Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/1	2 10/07/12 /25/12 09/28/12	Dr. Phil	CM	\$425.00 3-4p	0.00 - TWTF	:30	8	\$225.003	0.00 NM	4	\$900.00
	20,12 00,20,12	Dr Phil		۹. ۲		.00		Ψ==0.000	0.00	·	φοσοίσο
DR. PHIL Start Da	ate End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/1	_	- TWГF	4	\$225.00	0.00						
22 KSNV 09/	/30/12 09/30/12	! News 3 Live in Prime News 3 in Prime	rime CM	7-10pm	S	:30	2	\$900.002	0.00 NM	2	\$1,800.00
NEWS											
Start Da Week: 09/24/1		<u>Weekdays</u> S	Spots/Week 2	Rate \$900.00	Rating 0.00						
	25/12 09/28/12	NEWS 3 at 4 (1		4-5pm	- TWTF	:30	4	\$225.003	0.00 NM	2	\$450.00
NEWS		4PM NEWS (1 h	our)	(4:00 PM-4:3	80 PM)						
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/1		- TWTF	2 HOUR)CM	\$225.00 4-5pm	0.00 - TWTF	:30	4	\$700.001	0.00 NM	4	00 000 02
24 KSNV 09/	23/12 09/20/12	4PM NEWS (1 h	,	(4:30 PM-5:0		.30	4	\$700.001	U.UU INIVI	4	\$2,800.00
NEWS Start Da	ato End Dato	Wookdays	Spots/Week	Pata	Pating						
Week: 09/24/1	_	<u>Weekdays</u> - TWTF	<u>Spois/vveek</u> 4	Rate \$700.00	Rating 0.00						
25 KSNV 10/	01/12 10/01/12	NEWS 3 at 4 (1		4-5pm	M	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS		4PM NEWS (1 h	our)								
Start Da Week: 10/01/1		<u>Weekdays</u> M	Spots/Week	Rate	Rating						
26 KSNV 09/		112	CM	\$725.00 5-630p	0.00 - TWTF	:30	5	\$1,000.001	0.00 NM	5	\$5,000.00
NEWS		M-F Early News		·							
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/1	2 09/30/12	- TWF		\$1,000.00	0.00			•			•
28 KSNV 10/	101/12 10/01/12	M-F Early News M-F Early News	СМ	5-630p	М	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
NEWS	oto Fad Dec	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Cnot-AM1	Dete	Dotin -						
Start Da Week: 10/01/1	_	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
E30 KSNV 09/	/25/12 09/28/12		•	730-758pm	- TWTF	:30	3	\$800.001	0.00 NM	2	\$1,600.00
FACE TO FA	ACE	Face to Face w/	J.Ralston								
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/1	2 09/30/12	- TWГF	3	\$800.00	0.00					l	

Print Date: 10/23/12 06:59:37 Page 4 of 5

Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
E30 KSNV	09/25/1	2 09/28/12	FacetoFace/Ralst	on Rep@M	730-758pm	- TWTF-	-	3 \$800.001	0.00 NM	2	\$1,600.00
FACE T	O FACE		Face to Face w/	J.Ralston							
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	- TWTF	3	\$800.00	0.00	\\\\- = ₁ = ₂ = ₂	Laweth Data	Dan Tuna		
	Date Ra		escription acetoFace/Ralston		t/End Time 758pm		Weekdays - TWThF		Rtg Type 0.00 NM		
Cre	edited			rioport .co	. оор		1 111111	.σσ (φοσσ.σσ)	, 0.00 / 1,111		
			ON 10/23 BUY]				muml n				
	09/24/12 e MG 30.		acetoFace/Ralston	Report 730-	758pm		- TWThF	:30 (\$800.00)	0.00 NM		
		· -	E] NOT AVAILABL	E RATE							
			acetoFace/Ralston		758pm		Th	:30 \$800.00	0.00 NM		
_	for 30.2		-4-1								
		ate to Reinsta		an DarOM	720 75000	M	.20	4 \$000.004	0.00 NM		Ф000 00
31 KSINV	10/01/1	2 10/01/12	Face to Face w/	•	730-758pm	IVI	- :30	1 \$900.001	0.00 NM	1	\$900.00
FACE T	O FACE										
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating					
32 KSNV		10/07/12	Vegas Inc.	CM	\$900.00 6:30-8pm	0.00	- :30	1 \$225.002	0.00 NM	1	\$225.00
32 NOIV	03/23/1	2 03/23/12	Vegas Inc. Vegas Inc.	Civi	0.30-opin	5	.50	ι ψ223.002	O.OO INIVI	'	Ψ223.00
VEGAS											
Star Week: 09/2	rt Date	End Date 09/30/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00					
			M-F Jeop/Wheel	CM	630-730pm	- TWTF-	- :30	3 \$1,000.001	0.00 NM	2	\$2,000.00
200 110111	00/20/1	2 00/20/12	M-F Jeopardy/Wh		•		.00	σ ψ1,000.00 1	0.00 14141	_	Ψ2,000.00
JEOPAF				0	Б.,	5					
Star Week: 09/2	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> - TWFF	Spots/Week	Rate \$1,000.00	Rating 0.00					
	Date Ra		escription		End Time	0.00	Weekdays	Length Rate	Rtg Type		
		2-09/30/12 N	1-F Jeop/Wheel	630-	730pm		- TWThF	:30 (\$1,000.00)	0.00 NM		
	edited REDIT - 9	S\$ RESPENT	Γ ON 10/23 BUY]								
			Weekend Jeopard	dy/Whe6M	630-730pm	S	- :30	1 \$500.001	0.00 NM	1	\$500.00
			WKND Jeop/Whe	eel	•						
	RDY/WH		Mookdovo	Spoto/Mook	Poto	Dating					
Week: 09/2	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00					
41 KSNV	09/25/1		The Tonight Show	v CM	1135p-1237a	- TWTF-	- :30	3 \$425.001	0.00 NM	3	\$1,275.00
			Tonight Show								
TONIGH	11 SHOV rt Date	v End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	- TWTF	3	\$425.00	0.00					
42 KSNV	10/01/1	2 10/01/12	The Tonight Show	v CM	1135p-1237a	M	- :30	1 \$500.001	0.00 NM	1	\$500.00
TONIGH	лт спО/	۸,	Tonight Show								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/0		10/07/12	M	1	\$500.00	0.00					
43 KSNV	09/25/1	2 09/28/12	M-F News 3 at Ele		11pm-1135pr	n - TWTF-	- :30	3 \$1,100.001	0.00 NM	3	\$3,300.00
NEWS			M-F News 3 at El	even							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	- TWF		\$1,100.00	0.00					
44 KSNV	10/01/1	2 10/01/12	M-F News 3 at Ele M-F News 3 at El		11pm-1135pr	m M	- :30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS			IVI-F INEWS 3 dt El	even							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/0		10/07/12	M	1	\$1,200.00	0.00	G 25	0 04 100 :	0.00	_	04.155
E45 KSNV	09/29/1	2 09/30/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135pr	mS	S :30	2 \$1,100.001	0.00 NM	1	\$1,100.00
			Sa Sa Nova Sal							1	

Print Date: 10/23/12 06:59:37 Page 5 of 5

KSNV

Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE

Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
NEWS									-		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	SS	2	\$1,100.00	0.00						
Spot Ch Date R	ange D	Description	Start	/End Time		Weekda	ys Le	ngth Rate	Rtg Type		
2 KSNV 09/24/1	12-09/30/12	Sa-Su News 3 at Ele	even 11pm	n-1135pm			SaSu	:30 (\$1,100.00			
Credited											
[CREDIT -	\$\$ RESPEN	T ON 10/23 BUY]									
46 KSNV 09/30/	12 09/30/12	News 3 Sunrise -	SUNDAM	6a-7a		S :30	1	\$325.00 1	0.00 NM	1	\$325.00
40 110111 00/00/	12 00/00/12	News 3 Sunrise S		ou ru		.00	•	Ψ020.00 1	0.00 14101		Ψ020.00
NEWS		News 5 Ourilise (JONDAI								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	S	<u>Opots/ Week</u>	\$325.00	0.00						
		<u> </u>			0.00	C 00		#	0.00.104		# 005.00
47 KSNV 09/30/	12 09/30/12	, ,	CM	7a-8am		S :30	1	\$625.00 1	0.00 NM	1	\$625.00
OUN TODAY		Sunday Today									
SUN TODAY											
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/24/12	09/30/12	S	1	\$625.00	0.00						
									Totals	70	\$43,500.00